

**Dialog eLink:** [Order File History](#)

11/9/6 (Item 3 from file: 350)

DIALOG(R)File 350: Derwent WPIX

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0014118450 *Drawing available*

WPI Acc no: 2004-302903/200428

XRPX Acc No: N2004-241034

**Viewer's presence detection method in home entertainment system, involves combining detected event with advertising content derived from program guide and judging viewer's presence based on viewer initiated events**

Patent Assignee: WEBTV NETWORKS INC (WEBT-N)

Inventor: KILLIANEY M A; OZER S; PARK T F; ZIGMOND D J

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6708335	B1	20040316	US 1999376631	A	19990818	200428	B

Priority Applications (no., kind, date): US 1999376631 A 19990818

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
US 6708335	B1	EN	15	5	

#### **Alerting Abstract US B1**

**NOVELTY** - An advertising event to be displayed in a terminal is recognized and accordingly the existence of marker is judged. The advertising content is derived from the electronic program guide and is combined with the detected event. The viewer's presence is judged based on the viewer initiated event and viewer's behavior is analyzed based on the event based viewer initiated instructions.

**DESCRIPTION** - An INDEPENDENT CLAIM is included for computer program product storing viewer's presence detection program.

**USE** - For detecting viewer's presence during advertisement display in home entertainment system formed by internet/satellite **set top** box, TV, personal computer and other devices.

**ADVANTAGE** - Enables changing the advertisement scenario flexibly suiting the needs of viewer's by automating the behavioral analysis of the viewers. Enables providing the insight information about viewers to the advertisers and responses about viewers thereby reliable service is achieved.

**Original Abstract:**

Systems and methods for tracking viewing behavior of advertisements on home entertainment systems. A processing device associated with the home entertainment system determines that an advertisement is being displayed. For example, the processing device can recognize an identifying marker embedded in the television signal that carries the advertisement. Alternatively, an electronic program guide supplemented with information identifying advertisements can be used to determine that a channel tuned and displayed at the home entertainment system carries a particular advertisement. The processing device generates viewing behavior information that identifies the advertisement and stores the information locally. The information is periodically transmitted to a central clearinghouse for storage and distribution to advertisers or other interested parties. The clearinghouse receives viewing behavior information from a plurality of home entertainment systems, which represents and describes the advertisements being viewed, the origin of the advertisements, and the way in which the advertisements are viewed.

**Claim:**

What is claimed and desired to be secured by United States Letters Patent is:

1. 1. In a home entertainment system, a method for determining whether a viewer is present when an advertisement is presented for display at the entertainment system, and for tracking behavior of the viewer that is present in relation to an advertisement displayed on the home entertainment system, the method comprising:
  - storing, at the home entertainment system, an electronic program guide that includes data relating to an advertisement aid specifying a time when the advertisement is scheduled to be broadcast on a particular channel;
  - tuning, at the home entertainment system, a television signal that carries an advertisement that has embedded therein a marker indicating that the advertisement is carried by the television signal;
  - detecting an advertising event at the home entertainment system and determining that an advertisement is being presented for display to the viewer by recognizing the presence of the marker;
  - upon determining that the advertising is being presented for display, based on the presence of the marker, obtaining the data that relates to the advertisement from the electronic program guide and coupling the electronic program guide data with the advertising event;
  - determining that the viewer is present while the advertisement is being presented for display at the home entertainment system by detecting a viewer-initiated event comprised of an electronic instruction input to the home entertainment system by the viewer; and
  - storing at the home entertainment system electronic data based on the type of detected viewer-initiated event in order to derive from the data information about the viewer's behavior in response to the displayed advertisement.

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 11/9/13 (Item 10 from file: 350)  
 DIALOG(R)File 350: Derwent WPIX  
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0012395436 *Drawing available*  
 WPI Acc no: 2002-339116/**200237**  
 XRPX Acc No: N2002-266689

**Advertising apparatus for displaying adverts on television or computer uses set top box to deliver advertising to user when requested with monetary compensation paid to viewer to acknowledge their watching effort**

Patent Assignee: CHUNG S H (CHUN-I); MBYN INC (MBYN-N)

Inventor: CHUNG S H; YOO S G; YOU S G

Patent Family ( 3 patents, 92 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2002005166	A1	20020117	WO 2001KR1182	A	20010710	200237	B
AU 200169590	A	20020121	AU 200169590	A	20010710	200238	E
KR 2002006216	A	20020119	KR 200039727	A	20000711	200251	E

Priority Applications (no., kind, date): KR 200039727 A 20000711

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 2002005166	A1	EN	46	10		
National Designated States,Original	AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW					
Regional Designated States,Original	AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW					
AU 200169590	A	EN			Based on OPI patent	WO 2002005166

#### Alerting Abstract WO A1

**NOVELTY** - The apparatus includes an interfacing unit **sending** /receiving **data** to/from an advertising server through a network. An input receiver receives a signal inputted from a user. A timer counts time. A storage unit stores advertising information received through the interfacing unit. An outputting unit presents the advertising information stored in the storage unit in video signal based on the signal through the input receiver.

A detector detects whether or not a specific signal is inputted through the input receiver while the advertising information is presented in video. A controller extracts and records a point allocated for the advertising information outputted by the output unit from the advertising information stored.

**DESCRIPTION** - INDEPENDENT CLAIMS are included for an advertising method.

**USE** - For advertising through television or computer.

**ADVANTAGE** - Induces viewer to **watch advertising** content by providing them with financial reward for doing so thus providing advertiser with better return on financial outlay.

**Original Abstract:**

The present invention relates to an advertising apparatus and method. In this advertising method, advertising materials stored in a server are delivered to a set top box which outputs advertising contents, if requested, contained in the received advertising materials to a viewer through a displaying machine such as a television set. After outputting, the set top box checks whether or not a viewer actually watches the outputted advertising contents based on if there is an input from a viewer, and it allocates monetary compensation assigned to the outputted advertising contents to the viewer if it is determined that the viewer watches actually. Afterward, the allocated monetary compensation will be paid with real money to the viewer for his/her watching effort.

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**Dialog eLink:** **USPTO Full Text Retrieval Options**

11/5/6 (Item 2 from file: 60)

DIALOG(R)File 60: ANTE: Abstracts in New Tech & Engineer

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0000538215 IP Accession No: 2008235286

**Advertisement distribution system for distributing targeted advertisements in television systems**

Eldering, Charles A; Gill, Komlika K  
, USA

**Publisher Url:** <http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&u=/netaht ml/PTO/search-adv.htm&r=1&p=1&f=G&l=50&d=PTXT&S1=73 28448.PN.&OS=pn/7328448&RS=PN/7328448>

**Document Type:** Patent

**Record Type:** Abstract

**Language:** English

**File Segment:** ANTE: Abstracts in New Technologies and Engineering

**Abstract:**

Providing refreshed advertisements to subscriber equipment 210, such as a **set-top** box. A 'client' application runs on the subscriber equipment 210 and includes a queue 404 for storing targeted **advertisements**, a processor 402 for **monitoring** the display of each **advertisement** to the subscriber, a counter 410 for counting each display, and a trigger circuit 406 for initiating an advertisement download each time it is determined that the queue of advertisements stored at the client application has reached a low-level threshold. An advertisement management system 202 provides advertisements to the client application. These advertisements may be network-based advertisements or may be targeted to each individual subscriber, based on a subscriber profile that is provided by a subscriber characterization system 204.